



08-04-03

3600

L. Ellis

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dull et al. Art Unit : 3623
Serial No. : 09/909,955 Examiner : Romain Jeanty
Filed : July 20, 2001
Title : PROVIDING MARKETING DECISION SUPPORT

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO ACTION OF MAY 23, 2003REMARKS

Claims 1-37 are pending.

In view of the following remarks, the applicant respectfully requests withdrawal of each of the rejections and allowance of the application.

The office action has maintained the rejection of claims 1-37 under 35 U.S.C. § 103(a) as being unpatentable over International Application No. (PCT/US99/10565 ("the '096 Publication") in view of U.S. Patent No. 5,041,972 ("Frost").

The Examiner acknowledges that '096 publication does not disclose producing marketing analytics and presenting the marketing analytics but argues that these features are disclosed by Frost. The Examiner's position is that it would have been obvious to a person of skill in the art to modify the system disclosed in the '096 publication with the teachings of Frost "in order to allow customers to make intelligence decisions and take timely actions to achieve business goals." We submit however that applicants' independent claims require more than that.

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